

SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 257146

1. THE NAME OF THE CANDIDATE IS: Barack Obama.
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF President in
the ☒ Primary Election, ☐ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS
Obama for President.
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS
Martin Nesbitt.
5. THE CONTACT PERSON FOR THE PURCHASER IS:
Katie Keuleman / Greer, Margolis, Mitchell
Name
1610 Wisconsin Ave, Ste. 800 Washington DC 20007
Address
202-338-8700
Phone Number
6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER
ARE:
Martin Nesbitt

* The Treasurer is often the only top officer of a Candidate Committee.



WKMG

ORDER

Flight Dates 08/18/12-08/31/12

Contract / Revision 257146 /

Original Date / Revision 08/16/12 08/16/12

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Product
OBAMA FOR AMERICA

Agency Com 15%

Billing Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1617

Alt Order # 06283525

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 54500

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	31	\$27,285.00	\$32,100.00	0.00
September 2012	23	\$19,040.00	\$22,400.00	0.00
Totals	54	\$46,325.00	\$54,500.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/26/12	31	\$27,285.00	\$32,100.00
08/27/12	08/31/12	23	\$19,040.00	\$22,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	08/20/12	08/31/12	11-12p Price Is Right	CM	11a-12p	MTWTF--	:30	4	\$900.00	P-3	0.00	NM	8	\$7,200.00
Price Is Right															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					4	\$900.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					4	\$900.00		0.00			
E 2	WKMG	08/20/12	08/31/12	M-F 1235-105a	CM	1237-109a	MTWTF--	:30	1	\$400.00	P-3	0.00	NM	2	\$800.00
Extra															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					1	\$400.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					1	\$400.00		0.00			
E 3	WKMG	08/20/12	08/31/12	Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	4	\$800.00	P-3	0.00	NM	8	\$6,400.00
Local 6 News 12-1230p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					4	\$800.00		0.00			



WKMG

Print Date: 08/16/12

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Contract / Revision

257146

Flight Dates 08/18/12-08/31/12

Hiatus Dates

Original Date / Revision 08/16/12/ 08/16/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1617

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKMG	08/20/12	08/31/12	Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	4	\$800.00	P-3	0.00	NM	8	\$6,400.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--			4			\$800.00		0.00			
E 4	WKMG	08/20/12	08/31/12	4-430p Extra	CM	4-430p	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	8	\$3,600.00
				Extra											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--			4			\$450.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--			4			\$450.00		0.00			
E 5	WKMG	08/20/12	08/31/12	530-6p The Insider	CM	530p-6p	MTWTF--	:30	4	\$650.00	P-3	0.00	NM	8	\$5,200.00
				Insider											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--			4			\$650.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--			4			\$650.00		0.00			
E 6	WKMG	08/20/12	08/31/12	9-10a Rachael Ray	CM	9-10a	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	8	\$3,200.00
				Rachael Ray											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--			4			\$400.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--			4			\$400.00		0.00			
E 7	WKMG	08/18/12	08/31/12	M-SU 11p News	CM	11-1135p	MTWTFSS	:30	2	\$2,200.00	P-3	0.00	NM	4	\$8,800.00
				M-SU 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/12	08/24/12	MTWTFSS			2			\$2,200.00		0.00			
Week:		08/25/12	08/31/12	MTWTFSS			2			\$2,200.00		0.00			
E 8	WKMG	08/19/12	08/26/12	Sun 1135p-1235a	CM	1135p-1235a	-----1	:30	1	\$500.00	P-3	0.00	NM	2	\$1,000.00
				Without a Trace											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1			1			\$500.00		0.00			
Week:		08/20/12	08/26/12	-----1			1			\$500.00		0.00			
E 9	WKMG	08/19/12	08/26/12	CBS Evening News	CM	630-7p	-----1	:30	1	\$650.00	P-3	0.00	NM	2	\$1,300.00
				CBS Eve News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1			1			\$650.00		0.00			
Week:		08/20/12	08/26/12	-----1			1			\$650.00		0.00			
E 10	WKMG	08/19/12	08/26/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1			1			\$1,500.00		0.00			
Week:		08/20/12	08/26/12	-----1			1			\$1,500.00		0.00			
E 11	WKMG	08/21/12	08/28/12	Tue Prime 9p	CM	9-10p	-1-----	:30	1	\$7,000.00	P-3	0.00	NM	2	\$14,000.00
				NCIS:LA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-1-----			1			\$7,000.00		0.00			
Week:		08/27/12	09/02/12	-1-----			1			\$7,000.00		0.00			
														Totals	54 \$54,500.00

SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 257143

1. THE NAME OF THE CANDIDATE IS: Bill Nelson.
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF Senate In
the ☒ Primary Election, ☐ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS
Bill Nelson for Senate.
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS
Peggy Gannon.
5. THE CONTACT PERSON FOR THE PURCHASER IS:

Shelli Hutton / Alan Hutton
Name

6190 Grovedale Crt, Ste. 200 Alexandria, VA 22310
Address

Phone Number

6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Peggy Gannon

* The Treasurer is often the only top officer of a Candidate Committee.



WKMG

ORDER

Print Date 08/16/12 Page 1 of 2

Flight Dates 08/22/12-09/03/12

Contract / Revision 257143 /

Original Date / Revision
08/16/12 08/16/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552

Product
NELSON FOR SENATE

Agency Com 15%

Billing Contact

6190 Grovedale Ct.
Suite 200
Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 550

Alt Order # 06283503

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 11700

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	4	\$4,590.00	\$5,400.00	0.00
September 2012	5	\$5,355.00	\$6,300.00	0.00
Totals	9	\$9,945.00	\$11,700.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/26/12	4	\$4,590.00	\$5,400.00
08/27/12	09/03/12	5	\$5,355.00	\$6,300.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	08/22/12	08/22/12	Local 6 News 12-1230p CM		12-1230p	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	--1----		1			\$800.00			0.00			
E 2	WKMG	08/27/12	08/27/12	Local 6 News 12-1230p CM		12-1230p	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	1-----		1			\$800.00			0.00			
E 3	WKMG	08/26/12	09/02/12	CBS Sunday Morning CM		9-1030a	-----1	:30	1	\$1,500.00	P-3	0.00	NM	2	\$3,000.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	-----1		1			\$1,500.00			0.00			
Week:		08/27/12	09/02/12	-----1		1			\$1,500.00			0.00			
E 4	WKMG	08/23/12	08/23/12		CM	11a-12p	---1---	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00

WKMG

Print Date: 08/16/12

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Contract Revision

257143

Flight Dates 08/22/12-09/03/12

Hiatus Dates

Original Date / Revision 08/16/12/ 08/16/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/F/D

Product NELSON FOR SENATE

Estimate # **550**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
				11-12p Price Is Right											
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---1---					1	\$900.00		0.00			
E 5	WKMG	08/27/12	09/03/12	11-12p Price Is Right	CM	11a-12p	1-----	:30	1	\$900.00	P-3	0.00	NM	2	\$1,800.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	1-----					1	\$900.00		0.00			
Week:		09/03/12	09/09/12	1-----					1	\$900.00		0.00			
E 6	WKMG	08/23/12	08/23/12	M-F 11p News	CM	11-1135p	---1---	:30	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---1---					1	\$2,200.00		0.00			
E 7	WKMG	08/29/12	08/29/12	M-F 11p News	CM	11-1135p	--1----	:30	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--1----					1	\$2,200.00		0.00			
													Totals	9	\$11,700.00